

RETAIL SPENDING

**GLOBALLY
CONSISTENT
AND COMPARABLE**

Retail Spending relates to the proportion of Purchasing Power of a certain area's population that is available for spending in retail.

As this refers to the retail spending available within an area it does not necessary mean that it is spent in the respective areas. Therefore showing the retail potential of an area, for both local and online.

General Purchasing Power less expenditures for rents, mortgage interests, insurance, motor vehicles, for travels or services refers to the potential expenditure in retail at the consumers' place of residence.



RETAIL SPENDING

MB-International
Worldwide Geodata

USE CASES

Quantify regional sales opportunities / market potentials 📍

Evaluate areas for strengths and weaknesses 📍

Identify unused market potential 📍

Set realistic local economic forecasts 📍

Map marketing campaigns 📍

Develop expansion strategies 📍

Focus locally on marketing activities 📍

Formulate quantified and realistic objectives 📍

Restructure and optimize market and sales areas 📍



WHY MBI?

- 📍 Our data is subjected to a strict quality control and constantly updated by means of comprehensive research by our in-house statistical & geographical department
- 📍 The Retail Spending allows companies to zero in on their regional markets with increased precision and accuracy
- 📍 Using our postcode or administrative boundary maps for the geographic visualization of the Retail Spending allows for an even more effective and efficient decision-making.

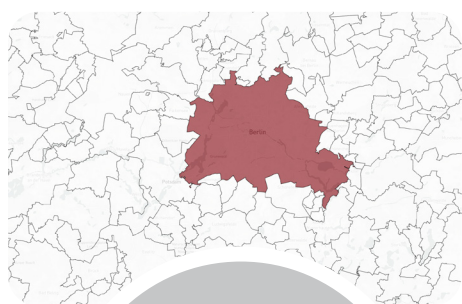
MBI

Worldwide
Geodata

Globally consistent and comparable
Trusted partner and preferred data provider to global companies
100% GDPR conform
Uniform database - same formats, structure and developing methodology
190 countries covered

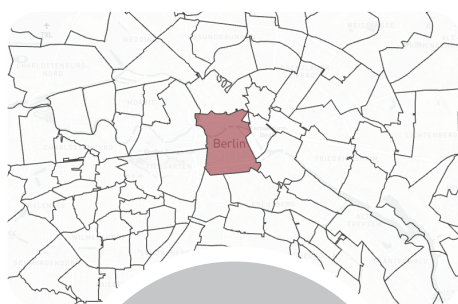


RETAIL SPENDING DATA IS AVAILABLE ON THE FOLLOWING LEVELS



Administrative Area Level

Municipality boundaries plus the higher levels like provinces and state boundaries



Postcode Level

Worldwide postal areas are geographic boundaries that define the geographic area for each postcode



Small Area Level

Could be subdivisions of the postcode or administrative boundaries like census areas

CONSISTENT DATA AND AREA VINTAGE

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DATA FORMATS

Tab delimited file (TXT)
KML
Access database (MDB)
Excel (xls)

GIS FORMATS

Esri Shape file (.shp)
Esri Geodatabase (.gdb)
MapInfo (.tab)
MapInfo MIF/MID

ACCESSIBLE
BY API



DATALINK Rest APIs & Platform Extensions Formats
Use simple HTTP GET methods providing maps, socio-demographics and socio-economic data, routing, geocoding, places, positioning, traffic, transit and weather information. Platform Extensions add capabilities to the service results received from our REST APIs.

DATA STRUCTURE

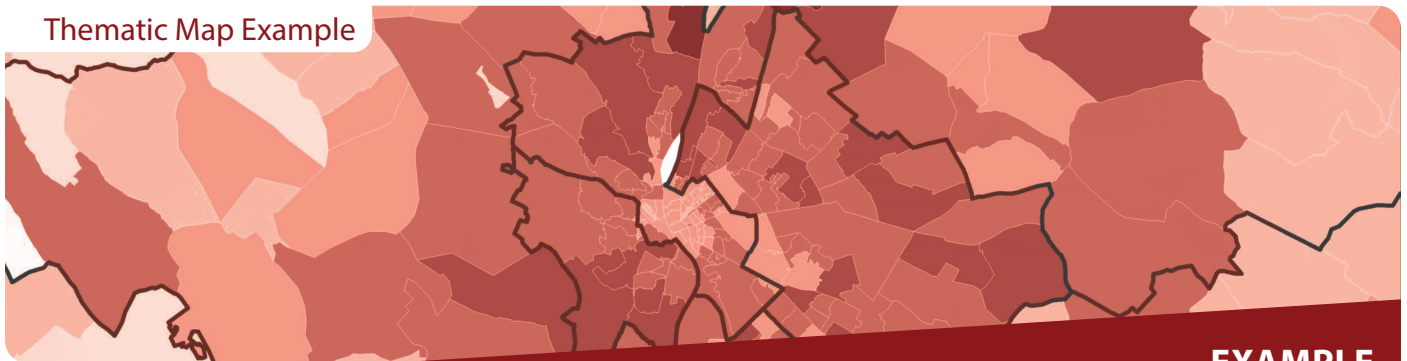
Attributes of the layers have the following design layout:

CTRYCODE

Two digit country code by ISO 3166

ADMINCODE / POSTCODE / MICROCODE	Administrative code / Postal code / Micro-code
NAME	Name of area or the next higher level
P_T	Population year average: total number
P_PRM	Population year average: per mill of country
RS_MIO	Retail Spending: million Euro
RS_PRM	Retail Spending: per mill of country
RS_EURO	Retail Spending: Euro per capita
RS_CI	Retail Spending: index (country eq.100)

Thematic Map Example



EXAMPLE

Admin Code	Name	Population	Retail Spending				
	Municipality	P_T	P_PRM	RS_MIO	RS_PRM	RS_EURO	RS_CI
500496	Blevice	285	0,027	0,82	0,026	2.875	95,0
505188	Buštěhrad	2.791	0,265	8,32	0,262	3.109	102,7
505587	Dřetovice	500	0,048	1,30	0,041	2.716	89,7
529303	Zákolany	541	0,051	1,53	0,048	2.825	93,3
530883	Kralupy nad Vltavou	17.726	1,685	56,85	1,792	3.240	107,0

Methodological Notes

To safeguard users from methodological challenges by typical work with regional data from different sources, the regional raw data (on bases of research at the national statistical offices, in some countries also regional statistical offices) were adjusted to national figures from internationally comparable data sources (UN, ILO, EUROSTAT and other international organisations).

ABOUT MBI

MBI Office 

- 📍 Leading global data provider
- 📍 Preferred data provider & partner to leading IT & GIS companies
- 📍 One of the first global HERE Technologies Distributors
- 📍 Standardized data sets, consistent and comparable with a seamless global coverage
- 📍 Over 20 years experience in geodata and location intelligence through various industries
- 📍 MBI unites passion and scientific know-how to provide globally consistent and comparable geodata
- 📍 GDPR compliant
- 📍 Part of Michael Bauer Group, market leader for state-of-the-art and innovative market data

Karlsruhe

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CONTACT US

for more information on our worldwide comparable geodata offering!

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